

# Translation

## PATENT COOPERATION TREATY

From the  
INTERNATIONAL SEARCHING AUTHORITY

To:

CHINA PATENT AGENT(H.K.) LTD  
22/F, Great Eagle Centre, 23 Harbour Road  
Wanchai, Hong Kong Special Administrative Region  
P.R.CHINA

# PCT

### WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43 *bis*.1)

Date of mailing  
(day/month/year)

21 DEC 2006 (21 · 12 · 2006)

Applicant's or agent's file reference

FPEL06150005

FOR FURTHER ACTION

see paragraph 2 below

International application No.

PCT/CN2006/000351

International filing date (day/month/year)

08. Mar.2006 (08.03.2006)

Priority date (day/month/year)

International Patent Classification (IPC) or both national classification and IPC

H04N7/16 (2006.01)i

Applicant

WONG Kam-fu et al

1. This opinion contains indications relating to the following items:

- ☒ Box No. I Basis of the opinion
- ☐ Box No. II Priority
- ☐ Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- ☐ Box No. IV Lack of unity of invention
- ☒ Box No. V Reasoned statement under Rule 43*bis*.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- ☐ Box No. VI Certain documents cited
- ☐ Box No. VII Certain defects in the international application
- ☐ Box No. VIII Certain observations on the international application

#### 2. FURTHER ACTION

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1*bis*(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

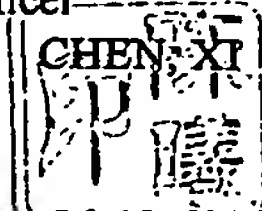
For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

Name and mailing address of the ISA/CN  
The State Intellectual Property Office, the  
P.R.China 6 Xitucheng Rd., Jimen Bridge,  
Haidian District, Beijing, China 100088  
Facsimile No. 86-10-62019451

Date of completion of this opinion  
15.Nov. 2006 (15.11.2006)

Authorized officer



Telephone No. 86-10-62084648

WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY

International application No.  
PCT/CN2006/000351

Box No. I Basis of the opinion

1. With regard to the language, this opinion has been established on the basis of:

- ☒ the international application in the language in which it was filed  
☐ a translation of the international application into \_\_\_\_\_, which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

2. With regard to any nucleotide and/or amino acid sequence disclosed in the international application and necessary to the claimed invention, this opinion has been established on the basis of:

a. type of material

- ☐ a sequence listing  
☐ table(s) related to the sequence listing

b. format of material

- ☐ on paper  
☐ in electronic form

c. time of filing/furnishing

- ☐ contained in the international application as filed  
☐ filed together with the international application in electronic form  
☐ furnished subsequently to this Authority for the purposes of search

3. ☐ In addition, in the case that more than one version or copy of a sequence listing and/or table relating thereto has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.

4. Additional comments:

**WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY**

International application No.  
PCT/CN2006/000351

**Box No. V** Reasoned statement under Rule 43*bis*.1(a)(i) with regard to novelty, inventive step or industrial applicability;  
citations and explanations supporting such statement

**1. Statement:**

Novelty (N)	Claims 1-10	YES
	Claims	NO
Inventive step (IS)	Claims 2-4,6-10	YES
	Claims 1, 5	NO
Industrial applicability (IA)	Claims 1-10	YES
	Claims	NO

**2. Citations and explanations**

Reference is made to the following document:

D1: CN1372765A                      D2: CN1741060A

D3: US200401750A1                D4: US6002393A

Claim 1 claims a television advertisement broadcasting system, and D1 discloses a television system which can deliver advertisements or services to individual viewers according to his or her special interests. D1 discloses(see figure 1) broadcasting means 102(corresponding to advertisement center in claim 1) for collecting and processing advertisement information; user interface 109 and television 108 (corresponding to display and television in claim 1) for displaying interested advertisements. Claim 1 differs from D1 in that, claim 1 further includes an intellectual control module for receiving advertisements information from advertisement center and delivering the advertisements to the user's display and/or television. The above feature is not disclosed in D1, therefor claim 1 involves novelty, and meets the requirements in PCT 33 (2).

D1 discloses a network provider 104 and receiver 105, which can also collect and process advertisements information from the broadcasting center and deliver the advertisements to the user interface and television, and achieves the same technical effect as that of the intellectual control module in claim 1. Therefor it is obvious for a person skilled in the art to obtain the technical solution of claim on the basis of D1 and common knowledge in the art. So claim 1 lacks an inventive step, and does not meet the requirements in PCT 33 (3). Furthermore, D2 discloses a network advertising system of directly paying to advertisement requesting user. D3 discloses a targeted content (e.g. advertisements) delivery system in an interactive television network. D4 discloses a system and method for targeting TV advertisements to individual consumers. The above documents can also destroy the inventive steps of claim 1.

Claims 2-4 further describes an advertisement broadcasting decision unit and the structure of the intellectual control module. The said features are not disclosed in the above documents, and there is no teachings or suggests in the prior art, therefor claims 2-4 involve novelty and inventive steps, and meet the requirements in PCT 33 (3).

Claim 5 claims a television advertisement broadcasting method corresponding to anyone of the systems claimed in claims 1-4. The method corresponding to the system of claim 1 is not inventive for the same reason, therefor claim 5 lacks inventive steps, and does not meet the requirements in PCT 33 (3).

The subject-matters in Claims 6-10 are not disclosed in the above documents and there is no teachings or suggests in the prior art, therefor claims 6-10 involve inventive steps, and meet the requirements in PCT 33 (3).

The subject-matters in claims 1-10 seem to be industrially applicable in technical field of the television advertisements, therefor meet the requirements in PCT 33 (4).